

**Denmead Striders Running Club**  
**Annual General Meeting 2011**  
Tuesday 25<sup>th</sup> January 7.30pm at the Mead End Pub.

Minutes

The Chairman opened the A.G.M. at 19.35 and thanked everyone for attending.

**1.1 & 1.2 2009 AGM minutes – Matters arising.**

There were no matters arising from the previous AGM. The minutes from the previous AGM (19/01/10) were agreed as a representative account of the meeting.

Proposed: Tony Laurenson (Club Chairman)

Seconded: Mark Pelley/Dave Davenport (Club Member/Club Treasurer)

**2. Reports from Committee members.**

**2.1 Club Secretary – Gary McCawley.**

As stated in the club constitution the Club Secretary confirmed the club is affiliated to UK Athletics (UKA) and its subsidiary England Athletics (EA), The Hampshire Athletic Association (HAA) and the South East of England Athletic Association (SEAA)

The club is also affiliated to the following 'racing' leagues. The Hampshire Road Race League (HRRL) and the Today's Runner Winter League (TRWL).

There have been no major changes from the affiliated bodies which affect the club.

EA did propose a change to the way individual members remain affiliated to EA/UKA. It was proposed members would be solely responsible for their affiliation via a web based e-card scheme. This proposal was unanimously rejected after objections from affiliated clubs. Denmead Striders also sent a letter of objection.

**2.2 Treasurer – Dave Davenport.**

The Club Treasurer presented the financial statement as at 31/12/2010. The club started 2010 with a bank balance of £1,094.12 and closed the year with a balance of £712.39.

Major expenditure for the year was affiliation fees (£396.00), purchase of club kit (£478.00), and purchase of club equipment (£320.55).

The club also contributed to the development of club coaches by supporting costs to the value of £180.00.

The club also contributed to social events and subsidising races to the value of £684.65

A record of the 2010 finances is available to all members who wish to see a copy.

Paula Hill agreed to audit 2010 accounts.

**2.3 Membership Secretary – Julia Revill.**

The club had a very vibrant year regarding renewals; "it is great to have such a loyal membership." The total membership for 2010 was 94.

## **2.4 Publicity – Steve Trevenna.**

An active programme of publicity activities in accordance with a Pr / Communications Strategy circulated to Committee members and advised to the club members.

Highlights have included:

- . Generation of DS business cards for issue to runners – successfully engaged a number of contacts
- . DS Cross Country Article in the News
- . DS Club Picture on the web site
- . New Members page on web site
- . HCC / Denmead Parish Council web
- . Waterlooville Ratepaper contact details
- . Doctor Surgery mail shot and posters

Other articles were submitted to the News but were unsuccessful. Establishing better contacts forms an early target in 2011. Other events include:

- . Waterlooville / Precinct / Denmead – Saturday Morning Communications sessions
- . Banner displayed at events and training sessions
- . Targeting Havant Council / Portsmouth Joggers Get Fit Group, running on Weds evenings from Swimming Pool.
- . PR material available via website to encourage members to print and use in their workplaces

In summary, hard work but a successful PR year.

The strategy for 2011 can be found in Appendix A

Simon Toms asked if there was a limit to the total number members the club wished to attract, would this affect the clubs small and friendly atmosphere.

Julia responded by saying that current membership seems to remain at a constant level. Even with Steves' excellent PR work club membership remains around 90-100 members.

## **2.5 Club Captain – Julia Revill.**

The Club Captain is happy with the response to races. The club always manages to field 'A' teams for both the men and ladies.

Julia is also happy with the positive attitude of new members and also the older members who provide support and encouragement to the new.

## **2.6 XC Representative – Alison Pople and Len Turrell.**

18 clubs participated in the TRXC season 2009/2010. Farnham runners were 1st and Denmead Striders 7th. Our best performance was 5th place at the Denmead Striders cross country race.

In the 2010/2011 season, the current leader is Basingstoke and Mid Hants AC and Denmead Striders, after 4 races are in 10th place

Overall turnout for races is good, and we have complete teams for most races. Participation by male runners is good, but we would welcome a few more female runners at some of the races.

Attendance so far this year:

Pamber Forest – 14

Q.E. Country Park – 23  
Lord Wandsworth College – 18  
Bourne Woods – 13

There were some notable performances from Dave Woods, Kev Raymond, John Boyes, Anita Crawley, Paula Hill and Viv Geary.

### **2.7 Coaching – Kevin Reeves.**

In general I feel the club has grown in the last year. The enthusiasm of new members has added to the valued contribution of those who have been with us for some years. This has revealed itself in the improved running of many and the attendance at training sessions. It is gratifying to see so many members supporting each other in their training efforts. Some members have suffered injuries in the last year and this type of support can be of great value. My thanks go to the membership first, as all coaches know, the athlete comes first, but of course the coaches: Julia Revill, Dennis Sanderson, Gary McCawley, Anita Crawley and John Rattley for his input.

England Athletics has finally started the new coach training courses and I am pleased that Steve Trevenna agreed to complete the Leadership in Running Fitness course. I hope he will be able to make a contribution to training sessions shortly. Gary McCawley also completed the course so that he can now work independently. Training courses are scheduled throughout the year and the opportunity may be there for other members.

They are two key aspects to race participation, the individual and the team. Whilst everyone enters as an individual I hope that being part of a team provides additional motivation. There have been examples of members who have run purely to support the team. I would like to commend the members for staying in all the top HRRL divisions. Motivation comes in many forms. I would like to thank the club captain, Julia, for her continued encouragement, and the cross country representatives, Alison Pople and Len Turrell. I would like to thank Graham Clarke and, formerly, Simon Clarke for maintaining the Striders League. Also Pete Maisey, Sue Rattley and Kev Raymond, as seeing your name in writing can motivate too.

It seems a long way back to the summer but feedback from the training sessions seemed positive. I tried to include more variety in this winter's Wednesday schedule and a new time trial run, which seems to have been well received. I have also continued with the idea of the two weekly sessions complimenting each other. Again, the focus is on giving the most people the most chance of improving. Members should feel that they can approach coaches to relay their experiences of sessions.

Finally, I would like to wish everyone luck in the coming year, whatever your aims. I will continue to be as available as I can be, to the membership, to provide support or advice.

### **3. Affiliation to the HRRL and TRWL for 2010/11.**

The Club Secretary put forward a proposal that the club remained in the HRRL and the TRWL for 2010/11 season.

Proposed: Club Secretary (Gary McCawley)  
Seconded: Julia Revill

The proposal was put to the A.G.M. and agreed.

#### **4. Election of Officers.**

The following positions were put to the A.G.M. for election.

The following positions were elected for 2011.

- i. Chairman – Seconded Gary McCawley
- ii. Club Captain – Seconded Julia Revill
- iii. Members Representative Paul Hiles – Seconded Graham Clarke

The club secretary will remain in office until a replacement candidate has been found.

<b>Position</b>	<b>Elected Officer</b>
Chairman	Mark Pelley
Vice Chairman	Jon Cole
Treasurer	Dave Davenport
Club Secretary	Gary McCawley (Interim)
Membership Secretary	Julia Revill
Club Captain	Graham Bowpitt
XC Representative	Alison Pople
Club Kit	Brian Harris
Newsletter Representative	Peter Maisey
Publicity Officer	Steve Trevenna
Website	Sue Rattley
Members Representative	Graham Clarke
Members Representative	Paul Hiles

#### **5. Health and Safety.**

The Vice Chairman reported there were no notifiable occurrences during the year.

Members will be reminded that during the summer sessions when running along the country lanes they should run in single file.

#### **6. Website Update – Sue Rattley.**

Apologies – Report sent via e-mail.

Sue thanked everyone for their support in keeping the website as up to date as possible. Sue especially thanked Kev Raymond for providing race results, Pete Maisey for the newsletters and photos and Alan Dunk for links to his own photographic website.

Sue would also like to hear from members who have any ideas for improvements to the website.

#### **7. Club Newsletter – Pete Maisey.**

Pete reported he is happy to continue with the newsletter and is open to suggestions and ideas from members. Currently up to forty copies of each edition are printed and these all go when handed out.

Pete also used the AGM to encourage members to supply articles for the newsletter.

## **8. A.O.B.**

8.1 Clarification of supported event if there is a clash of dates between the Victory5 and Stansted Slog/Slug. Scoring within the Striders League (G.McCawley)

It was agreed that the club would not favour either race and that scoring within Striders League would remain unaffected.

Proposed Gary McCawley  
Seconded Dave Arnold

The following items of A.O.B were suggested by Dave Arnold.

8.2 That items of AOB may be introduced and considered at the time of the AGM.

There is time allowed for debate from the floor. Having a prior agenda contains the meeting and prevent overrun.

8.3 The AGM agenda is circulated prior to the meeting.

The Club Secretary stated this was the case this year.

8.4 The club acknowledge the prevalence of black shorts/leg wear and introduce/endorse such as the club kit/colours.

The Club Secretary stated that UKA rules do not stipulate that athletes must wear shorts/leg wear with club colours. Athletes **must** wear a vest with the official club colours to all UKA races and where the race rules stipulate club colours must be worn.

8.5 Consider other items of clothing i.e. hooded sweatshirts and Tyvex jackets

Will be investigated at club committee meetings.

8.6 Introduce pro-rata scale for membership fees.

Proposed: Dave Arnold

Seconded Graham Bowpitt

The proposal was put to the AGM floor and the proposal denied.

8.7 The membership form is reworded in line with UKA policy.

It was agreed to keep the membership form as is.

8.8 Consider splitting the Striders League into two categories to provide equal opportunity for the faster runners who cannot compete in the TRWL XC.

Graham Clarke stated that the league is fair to all members. Graham even simulated League placings based on current results and the faster runners fared evenly with everyone else. The proposal was put to the AGM floor and the proposal denied.

8.9 Consider introducing a club marathon championship.

Will be investigated at club committee meetings.

8.10 Consider the use of in-house certificates.

Proposal denied.

8.11 The club evenly promote all local races to its members.

The club already does this.

8.12 Explore links with other clubs to share facilities.

Will be investigated at club committee meetings.

- 8.13 Extend the e-mailing list.  
Pete to re-advertise in future newsletters.
- 8.14 Nominate a representative to look after the club banner.  
As the new Club Captain Graham Bowpitt agreed to look after the banner.
- 8.15 All committee positions become available at the AGM.  
This already happens.
- 8.16 Consider the King GeorgeV playing field for summer training.  
This the decision of the nominated club coach. The field is usually occupied by the cricket club. Also concerns from the AGM floor regarding youths running and cycling in front of the runners particularly those at the back.
- 8.17 Negotiate an area within Waterlooville Swimming Pool for a club notice board.  
Will be investigated at club committee meetings.
- 8.18 Consider the training schedule when new members turn up to train.  
Club coaches do advise new members regarding the training schedule. Members also pro-actively look after new members to ensure they are okay. This role is carried out mainly by Steve Trevenna.

### **8. Outgoing Chairman's' Closing Remarks.**

First of all, I would like to thank all of you for attending our AGM. It is good to see you taking an active part in our clubs direction.

Thank you also to the members of the executive who have given their valuable time to the club.

I would especially like to mention Gary McCawley for his valuable services to our club.

His quiet commitment and organisation has ensured the Striders continue running. Most of his work and contribution are unseen. The Club Secretary is without doubt the most important post within the club. Affiliations are maintained, regular monitoring of correspondence from other clubs and our affiliates. Regular briefings to keep us informed of issues important to us. These all allow us to react when we need to and intervene at the right times. Gary will continue to be an assistant coach, but please accept our thanks for all that you have contributed and continue to do for Denmead Striders.

Thank you to the coaching team, very ably headed by Kevin Reeves. The training schedules have been well received. The Monday and Wednesday sessions are very well supported. This is testament to the good work of Kevin and our coaches. We are extremely fortunate to have the enthusiastic support and encouragement of our coaches. Thank you.

Denmead Striders is a great club. It is a joy to be part of this club. To see how well we perform against other clubs in the team events and as individuals. The character of the club continues to be warm and friendly. It is wonderful to see the social gatherings. The regular curry nights organised by Lee Weeks, picnics in the park and bowling organised by Jackie. It is a great advert for running. Long may it continue!

It has been an honour and a pleasure to be Club Chairman for the past 3 years. I wish Mark Pelley well as our new Chairman. I am sure the club will be in good hands.

Thank you.

Happy running in 2011

Meeting closed at 21:05

## **Appendix A**

### Denmead Striders – 2011 Publicity / Comms Strategy

#### **Introduction**

This document describes the Publicity and Communications strategy for Denmead Striders running club. It is provided initially for comment and engagement from members.

Comments welcomed and should be forwarded to Steve Trevenna  
[steve.trevenna@ntlworld.com](mailto:steve.trevenna@ntlworld.com).

#### **Stakeholders**

Existing member	Webmaster	Sue
Prospective new members	PR Lead -	Steve
Other clubs		

#### **Purpose / Requirements**

- Act as easily accessible high scoring web based single point of contact for new members and interested parties. Target to increase membership in phased manner to 120-140 total across all levels ( increase normal attendance from approx 55% of membership to 70%)
- To provide an informal, flexible and easily accessed route for member communications
- Informing current members both as required and on an urgent basis e.g. cancellation of session due to weather

#### **Opportunities / Proposed Programme**

<b>Media / Locations</b>	<b>Timing</b>	<b>Audience / Key Messages</b>	<b>Notes</b>
<b>NEWSLETTERS</b>	Monthly	<b>Members</b> / general updates	Pete- Printed sheet + email + web Members input stories always required
<b>POSTERING</b>			
Denmead shops/ banks etc Waterlooville Leisure Centre Waterlooville shops Church	New Year  London Marathon	New recruits Want to get fit  Inspired?	A4 / A5 home produced posters
	Great South Preparation - July	Signed up, now get fit	Handout of DS business cards
Focused Postering communications	Denmead schools  Colleges (Southdown/ Oaklands  Doctors Surgeries	Parent focused  Target over 18s only  Letters to local doctor surgeries – awareness / interest to send patients to get fit	A4 home produced posters
<b>PRESS</b>			
Waterlooville / Denmead Directory	Race for Life London Marathon Great South	Recruits / returners Get fit, friendly club Safe training for	Free inputs

Ratepayer	Preparation in July/	ladies All shapes and sizes	
Waterlooville Ratepayer	Monthly	Contact details	General contact
DS Award Ceremony	The News - article		Picture of all winners
DS XC	The News article		Invite to Havant Camera Club for pictures
<b>WEB</b>	Existing Members	Current contents	One stop shop for everything needed
	New Members Page	Easy to come along and try Dedicated first Weds of each month as newby evening	Member profiles so prospective members can relate to the club All shapes and sized, speeds etc
<b>SOCIAL NETWORKING</b>	Tired and rested Facebook site	Updates, pictures etc	Unofficial site but linked from DS formal site
<b>INDUCTION LEAFLET</b>	First Attendance	New Members – welcome/ times etc	New member pack with membership forms, training schedule
<b>EVENTS</b>	DS Banner At races where DS have a big attendance Alongside Kidmore Lane Car Park on Weds nights in summer	Members / Recruits  Denmead public –part of village life	Banner at GSR ( if allowed)
<b>MEMBERS PUBLICITY</b>	Plasticized business card for members to give to friends / other runners		10 per member say once per year or as used.
	PDF versions of Poster for members to print and display in workplace etc		Web based so any member can access
HCC / Denmead Parish Council Magazine / web		Contact details	engagement and inclusion in overall village strategy e.g. fitness training for village football and cricket clubs
<b>MEMBERS SUPPORT</b>	Call back after non attendance / injury for significant period to re-invite back into the club	Prospective Returnees  Club members and friends	Prevention of loss of members e.g Kev, Titch, Jackie et al who for various reasons have not attended for some time.

**Ideas for discussion?**

- Funded publicity material, paid for by sponsorship from local business?
- Formal buddy system for new members – support over first month or so

**Feedback and ideas welcomed**

**This is our club**, please feel free to send / chat over ideas and lets use publicity more effectively to the benefit of the club, its members and prospective newbies!.

Steve Trevenna